CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 9, No. 8 TORONTO, FEBRUARY 28, 1944 $2.00 Per Annum

All Ready for Red Cross Drive

Opposes Change In Music Fees

There is no justification for any decrease in the fees of the Canadian Performing Right Society so long as it can offer to exhibitors a license authorizing the performance of between 80 and 90 per cent of the music used in films, states Henry T. Jamieson, president, in a letter

(Continued on Page 2)

Non-Tax Houses Still Active

There are some seventy theatres, most of them in Western Canada, which are not required to impose the federal 20 per cent amusement tax because they are non-profit organizations. They are thus enabled to charge a smaller fee than the standard exhibitor. These theatres are

(Continued on Page 8)

Gerrard Arbitrates

George Gerrard, Vancouver projectionist who is vice-president of the city's Central Labor Union, will represent the Civic Employees at forthcoming arbitration.

Thousands Cheer 'As Thousands Cheer'

MGM's "As Thousands Cheer," multiple-star Technicolor feature, is in its third week at Loew's, Toronto, and still has them lined up way up the street and into the night. It's in its third crashing week in Vancouver, where it's hanging up local records.

Poulter Into Service

Fred Poulter, for more than two years manager of the Capitol, Duncan, B.C., has joined the army. Mrs. W. R. Smithe, cashier, succeeds him.

Provincial Leaders Named By War Services Committee

Canadian theatre and film men are all set for a great campaign to boost the Dominion drive of the Red Cross Society for funds. The Motion Picture War Services Committee has appointed leaders in every province. Col. John A. Cooper, chairman of the board of the Canadian Motion Picture Distributors Association, will lead the industry effort. The drive takes place during March.

Here are the provincial leaders:

British Columbia—Paul L. Nathanson, L. J. Bearg, D. Greis-

(Continued on Page 2)

COL. JOHN A COOPER

Chairman of the board of the Canadian Motion Picture Distributors Association, who will lead the theatre section of the Canadian Red Cross Campaign during March. He was appointed by the Motion Picture War Services Committee.

FO MacLean Killed

Flying Officer Gordon MacLean, head usher at the Palace, Toronto, for three years prior to his enlistment, is presumed dead. He enlisted in 1939.

Hogarth's Big Bag

Gary Hogarth ran a paper matinee at his house at Kingsville, Ontario, bearing all expenses himself. He snaffled 14 tons of paper, which is a mighty big haul.

It's Never Over

The Quebec Attorney-General's Department prosecuted the Gayety Theatre, Montreal burlesque house, 39 times in 1943 for breach of the Sunday Observance Act. Thirty-four convictions were registered in Court of Sessions of the Peace, the Quebec Legislative Assembly was told.

Speakers Panel For Industry?

A speakers panel may be created to meet the ever-increasing requests from service clubs in various parts of Canada for luncheon addresses about the motion picture industry of the Dominion. Until recently such requests were declined with regret because no arrangements had

(Continued on Page 3)

Booth Men Pick Local Officers

Four Canadian local unions of the IATSE, with which projectionists are allied, elected officers for 1944 in the past few weeks and it is to be noted that the old-timers still retain the confidence of their fellows.

Local Union 348, Vancouver, one of Canada's largest IATSE

(Continued on Page 4)

IT'S TIME TO FILL IN AND RETURN YOUR BALLOT

in the

Annual Poll

for the

TEN BEST BO STARS AND FILMS IN 1943

Conducted By

Canadian Film Weekly

The Fighting Seabees

REPUBLIC'S great adventure drama of the Navy Engineers is doing holdover business in all its early American runs and will blaze a trail of boxoffice glory right across Canada. John Wayne, Susan Hayward, Dennis O'Keefe, William Frawley and Leonid Kinsky.

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"THOUSANDS CHEER" the 10-week Astor, N. Y. hit is already a nationwide box-office joy. Advertised to America in a giant campaign including M-G-M's one and only regular radio program. Here are a few enlargements of Technicolor frame clips from the film itself. Just a sample of M-G-M's Show of Shows!

Virginia O'Brien, red-hot frozen-face

The voice of an angel—Kathryn Grayson

No blues in Ben Blue

Judy Garland—"The Joint Is Really Jumpin'"

Kathryn Grayson, Gene Kelly and love story

Mickey Rooney keeps things popping

The camp show—all for the boys in khaki

Roar with Red Skelton

M-G-M's 120-piece Symphony Orchestra

Lucille Ball—all fire!

They're crazy about Maisie—it's Ann Sothern

"Be Frank, Dr. Morgan"—and he was

STARIFFIC IN TECHNICOLOR

M-G-M's "THOUSANDS CHEER"

30 STARS! 3 BANDS!

Original Screen Play by Paul Jarrico and Richard Collins based on their story "Private Miss Jones."

Directed by GEORGE SIDNEY

Produced by JOSEPH PASTERNAK

SEE OTHER SIDE AND THERE'S MORE HERE TOO

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TECHNICOLOR

Thousands Cheer

M-G-M

FRANK MORGAN

ANN SOTHERN

RED SKELTON

JUDY GARLAND

MICKEY ROONEY

LUCILLE BALL

JOHN BOLES

MARY ASTOR

BENNY CARTER AND HIS BAND

VIRGINIA O'BRIEN

JOSE ITURBI

KAY KYSER AND HIS ORCHESTRA

ELEANOR POWELL

BOB CROSBY AND HIS ORCHESTRA

LENA HORNE

JOHN CONTE

GLORIA DeHAVEN

DICK SIMMONS

MARSHA HUNT

MARILYN MAXWELL

DONNA REED

FRANK JENKS

MARGARET O'BRIEN

KATHRYN GRAYSON

GENE KELLY

DON LOPER

FRANCES RAFFERTY

BEN LESSY

MARY ELLIOTT

BEN BLUE

SARA HADEN

JUNE ALLYSON

FRANK SULLY

MAXINE BARRAT

Dizzying swing—Benny Carter and Band

Eleanor Powell—tantalizing taps

Jose Iturbi—famed musician, now screen star

Bob Crosby and Bob Cats

Lena Horne—of plenty

Mary Astor—and styles by Irene

Loper, Barratt and South American beauties

John Boles—every inch a colonel

Starifically yours, Margaret O'Brien

Marsha Hunt—a joyful eyeful

LITHO U.S.A.

M-G-M's GREATEST GROUP "VITAMIN 12"

Pep! Profits! Pleasure! LOOK:

"THOUSANDS CHEER"
Stariffic in Technicolor

★

"MADAME CURIE"
Greer Garson, Walter Pidgeon

★

"A GUY NAMED JOE"
Spencer Tracy, Irene Dunne

★

"THE HEAVENLY BODY"
William Powell, Hedy Lamarr

★

"CRY 'HAVOC'"
Margaret Sullavan, Joan Blondell, Ann Sothern

★

"SONG OF RUSSIA"
Robert Taylor, Susan Peters

★

"LOST ANGEL"
Margaret O'Brien, James Craig, Marsha Hunt

★

"CROSS OF LORRAINE"
Jean Pierre Aumont, Gene Kelly, Sir Cedric Hardwicke

★

Technicolor
"BROADWAY RHYTHM"
Ginny Simms, George Murphy, Tommy Dorsey

★

"RATIONING"
Wallace Beery, Marjorie Main

★

"SEE HERE, PRIVATE HARGROVE"
Robert Walker

★

"SWING FEVER"
Kay Kyser

"Keep up the attack! 4th WAR LOAN!"

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 9, No. 8 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

'Gung Ho!'

with Randolph Scott

Universal 88 Mins.

ACTION AND EXCITEMENT GALORE IN THIS FINE TRIBUTE TO MARINE HEROES OF MAKIN ISLAND.

Excitement and suspense have not been spared in putting on celluloid the story of the Marine raiders of Lt. Col. Evans F. Carlson who invaded Makin Island in one of the most stirring engagements in the Pacific theatre of war. Walter Wanger has brought all the showmanship at his command to bear on the subject, assuring the exhibitor a film that is a cinch to sell to the public.

Absorbingly told, Marine Corps Lt. W. S. Le Francois' factual story of the raid makes a stirring film alive with action. There is an authentic touch to the production, which at times takes on the quality of a documentary. The picture has been done with such realism that squeamish souls may find some of the goings-on a bit hard to take. The film makes its appeal to the femmes primarily through a bit of romantic by-play involving a girl and two of the Marines. The girl, incidentally, is the only woman in the cast.

A great part of the action transpires aboard one of the two submarines taking the Carlson raiders to their destination. Life aboard the sub has been interestingly depicted. A feeling of tenseness is skillfully maintained in these sequences as it is in the scenes of the raid itself. After the men are landed on Makin Island the action rises to a smashing pitch. The raiders have only from dawn to nightfall in which to complete their mission of wiping out the Japs.

Randolph Scott plays the film counterpart of Lt. Col. Carlson creditably. J. Carrol Naish presses him for top honors as an officer with the raiding party. The two Marines in love with the same girl are played by Noah Beery, Jr., and David Bruce. Grace McDonald is the girl. Some others who do well are Alan Curtis, Bob Mitchum, Richard Lane, Rod Cameron, Sam Levene. The title of the film means to work in harmony in Chinese.

CAST: Randolph Scott, Grace McDonald, Alan Curtis, Noah Beery, Jr., J. Carrol Naish, David Bruce, Peter Coe, Bob Mitchum, Richard Lane, Rod Cameron, Sam Levene, Milburn Stone, Harold Landon, John James, Louis Jean Heydt.

DIRECTION, Good. PHOTOGRAPHY, Good.

'Higher and Higher'

with Michele Morgan, Jack Haley, Frank Sinatra

RKO 90 Mins.

PIC TRADES ON SINATRA CRAZE WITH SENSATIONAL RESULTS; PLENTY OF COMEDY AND MUSICAL NUMBERS, HEADED FOR TOP COIN.

Frank Sinatra is the big noise in "Higher and Higher"—which means that the production should be a "natural" with the nation's femmes and adolescents, and others susceptible to the Sinatra charm. Exhibitors have in this film a chance to capitalize on the current Sinatra craze with sensational results.

Plenty of showmanship has gone into this Sinatraction. No opportunity has been overlooked to turn on the voice that spells ecstasy to youthful hordes. Cast in a romantic role close to the hearts of his faithful, the crooner lends his voice to "I Couldn't Sleep a Wink Last Night," "I Say You First," "The Music Stopped," "This Is a Lovely Way to Spend an Evening." It must be said that while his singing may make his juvenile admirers swoon, it isn't likely to make too strong an impression on adult minds.

Sinatra reveals himself as a pleasant, likable fellow who does not take himself too seriously in a role that wisely makes little demand upon him as an actor. He gives an amiable account of himself as a singer who winds up engaged to a society deb (Barbara Hale) after giving the impression that he is in love with a menial (Michele Morgan) in Leon Errol's mansion.

The hilarious story has Errol on the verge of losing his house. In the hope of saving the day the servants get Miss Morgan to pass herself off as Errol's daughter, with the idea of marrying her off to a rich guy.

Besides Miss Morgan, Haley and Sinatra, others who contribute to the fun include Errol, Marcy McGuire, Dooley Wilson, Victor Borge and Mary Wickers.

Cast: Michele Morgan, Jack Haley, Frank Sinatra, Leon Errol, Marcy McGuire, Victor Borge, Mary Wickes, Elisabeth Risdon, Barbara Hale, Mel Torme, Paul Hartman, Dooley Wilson, Ivy Scott, Rex Evans, Stanley Logan, Ola Lorraine, King Kennedy, Robert Andersen.

DIRECTION, Good, PHOTOGRAPHY, Good.

'Lost Angel'

with Margaret O'Brien, James Craig

M-G-M 91 Mins.

CHARMING COMEDY PACKS POWERFUL UNIVERSAL APPEAL; O'BRIEN CHILD TURNS IN AMAZING JOB.

The warmth and tenderness which have been infused into this simple tale of a waif in a grown-up world of hard reality give "Lost Angel" a universal appeal that will be translated into grosses of generous proportions. On a limited budget Leo the Lion has turned out a charming comedy endowed with a human quality that makes the production irresistible entertainment. A most creditable job, this, any way one looks at it.

No small factor in the success of the picture is the appearance in the cast of little Margaret O'Brien, the moppet who will be remembered for her work in "Journey for Margaret." The child wistful beyond words, carries the film on her fragile shoulders in an amazing performance that completely vindicates Leo's faith in her. The Young miss is fully up to the tough assignment given her in "Lost Angel." The child gives such a touching account of herself in the number one role of the picture that she steals your heart. The sympathy she wins for the character she portrays makes the film a tremendous magnet for the women.

Isobel Lennart has provided an ideal vehicle for the star from an idea by Angna Enters. The child is an abandoned tot brought up in accordance with strict scientific principle by a group of doctors, under whose tutelage she becomes a model of perfection blessed with rare precocity. Inspired by wondrous tales of the world outside related to her by James Craig, a reporter, while interviewing her for his paper, she steals away to see for herself. Her reactions to a strange new world are sometimes humorous, sometimes touching. The child searches out Craig, who has no choice but to take care of her.

Roy Rowland directed with feeling and understanding. Producer Robert Sisk did wonders with the material at his disposal.

CAST: Margaret O'Brien, James Craig, Marsha Hunt, Philip Merivale, Henry O'Neil, Donald Meek, Keenan Wynn, Alan Napier, Sara Haden, Kathleen Lockhart, Walter Fenner, Howard Freeman.

DIRECTION, Excellent, PHOTOGRAPHY, Good.

'No Greater Love'

with Vera Maretzkaya of the Moscow Art Theatre

Artkino 79 Mins.

A GREAT HUMAN STORY OF PASHA, A WOMAN GUERRILLA FIGHTER, HER LOVE, COURAGE AND LEADERSHIP. POWERFUL CHARACTERIZATION OF PASHA BY THE UNUSUALLY TALENTED VERA MARETZKAYA.

(Reviewed for CFW by D.E.A.)

"No Greater Love," produced by the evacuated Leningrad Film Studio and directed by Friedrich Ermler, one of the ablest Russian film directors, is the first Russian movie to use English dialogue. The synchronization of dialogue and action is accomplished with a great deal of competence. This picture, may, therefore, appeal to a much wider English-speaking audience.

This new film marks also another departure from the style and content of the former Russian war films which were mainly objective and documentary, as for instance, "Moscow Strikes back," "The Siege of Leningrad," "Stalingrad," etc.

"No Greater Love" is a highly dramatic film with a definitely subjective and individualized treatment of its characters. The plot deals with the life of a peasant woman, Pasha, her family, her co-villagers, under the impact of the invasion and Nazi occupation. For the first time, psychological and emotional motivation is projected of the great fortitude and heroism of the Soviet civilian population in their stubborn resistance to the enemy.

Vera Maretzkaya in her role of Pasha, gives a performance in the best tradition of the famous Moscow Art Theatre, where she received her dramatic training. She rises to great dramatic heights in her portrayal of Pasha, first as a happy wife and mother, then as a creature half-crazed by personal loss and tragedy caused by the ruthless invader, and, finally, as the reborn woman leader of the guerrilla detachment which strikes back at the enemy.

The direction of the film is of first rate quality. Throughout the restraint, simplicity and sincerity of the performance produce a gripping reality, free from any melodramatic or sickly sentimental effects.

The terse, but meaningful dialogue, beautiful incidental songs, a stirring musical score, and authentic stage properties, add to the outstanding quality of the film.

THE FIRST PICTURE OF THE POST-WAR TRIAL OF WAR CRIMINALS

a timely picture!

a shocking picture!

One of a series of
newspaper ads for
"NONE SHALL ESCAPE"

When war is over... WILL YOU REMEMBER ME?

I was sixteen when the Nazis overran Europe. No girl was spared. We were made old women within a few months; we became worn-out bodies with scarred minds... Today we are the doomed. We are empty, broken—the pitiful remains of the Nazi scourge.

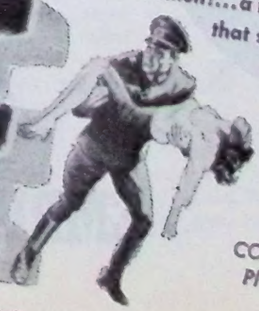
When War is over . . . will you remember me?

"...they will be brought back to the scene of their crimes and judged on the spot by the peoples whom they have outraged."
—from the Moscow Pact

NONE SHALL ESCAPE

The Trial of War Criminals!

THIS IS THE MOST PROPHETIC PICTURE OF OUR TIME!
This is civilization's indictment of Nazi barbarism! This is how we shall avenge all women!...a moving drama that speaks for the conscience of the world!



with MARSHA HUNT • ALEXANDER KNOX • HENRY TRAVERS • ERIK ROLF • Screen Play by Lesser Cole • Directed by ANDRE DE TOTH • Produced by SAMUEL

A COLUMBIA PICTURE

IT TOPS
THE TOWN IN DOLLARS AND
IN ENTERTAINMENT VALUE
Ali Baba
and the
FORTY THIEVES
IN TECHNICOLOR
starring
MARIA MONTEZ
JON HALL
TURHAN BEY
and Thousands in Thrilling Spectacles!
NOW
IN IT'S
SECOND
CAPACITY
WEEK at the
UPTOWN
TORONTO
A UNIVERSAL PICTURE
Distributed In Canada By
EMPIRE-UNIVERSAL FILMS, LTD.

Poor Bystander Slugged Again

In Hamilton, Ontario, a local controversy is raging that is winning plenty of space in the newspapers and a participant took the opportunity of whacking the movies — though they weren't even playing.

Major-General Brock Chisholm made a statement in Toronto that the army had "to weaken the influence of mothers" and that women were "not orientated toward society, but were orientated toward men." Hamilton women were asked to reply by the newspapers.

After calling the officer's remarks "wild, ignorant and uncalled for," Mrs. Fred Millar, past president of Ontario Provincial Council of Women, took up the claim that "too many women were bringing up too many boys on women's values, without relation to their obligation to the community."

Answered Mrs. Millar:

"It is not the fault of the mothers and the parents, but largely the result of the bad influence of the movies. They are such a problem and we don't know just how to get at them. The movies hold up an unnatural mode of life to the children and they cannot escape its influence. The one idea of a good time that young people get from movies is to go on a drunken party. That's being hammered into the young people week after week."

Hamilton theatre men were justly angered for such exaggeration, to which Mrs. Millar's own words, "wild, ignorant and uncalled for," could be applied.

Where has Mrs. Millar been all these years? Apparently not in movie theatres. It seems that she has never heard that there is a provincial censor and a Hays Office code. Her claims have dust on them. That sort of thing hasn't been seen in movies since the early days. There are also laws about juvenile admittance.

Mrs. Millar has nothing whatever to say for the wonderful entertainment, education and inspiration towards learning by the movies. The part the movies play in helping the war effort, explaining the significance of the war and its development, keeping up public morale, entertaining the troops at home and abroad won no kindly comment from Mrs. Millar. Things that are now almost non-existent drew her fire.

It is obvious that the industry must bring some people up to date by providing information. Other mediums of entertainment and expression have no restrictions placed on them, neither within their field nor by special government departments, but these drew no criticism from Mrs. Millar.

There are too many cases of the same thing—and too many find public mediums for their unwarranted remarks.

23—But No Skidoo For FPC's Charlie Q

UP around Toronto's Danforth district the folks are celebrating the joint twenty-third anniversary of a popular, sharp-witted, good-natured gazabo named Charlie Querrie and of the theatre he manages, the Palace. This annual event is drawing approving nods from all sections of the city for Charlie has never lost a friend except to the white-beavered guy with curved cutter. And he's still making new ones. This Charlie could raise a good-sized citizens army by bringing just his pals under the banner. Put him down anywhere in the city limits and he's six, two and even to draw a mob of pals in five minutes while minding his own business.

Naturally, a neighbor with such unique talents must know a passel of people man and boy, girl and woman and joint offspring. Charlie does. And yet he's a hick who heaved his last forkful of hay around 1900 in Markham' being imported to slick up the city lacrosse leaders, the Torontos. Markham had won the championship in the last numbered year of the Gay 90s, Charlie's contribution causing the presentation of a watch from the Town Council. Since he has stayed ahead of the bailiff all these years, it is presumed that the tin-ticker is still with him or that they parted company willingly.

Charlie Querrie

BEGUILED by the sights, sounds and smells of the big city, one country wasn't enough for the guy from the country. He went with the Torontos to the Old Country, where they won fifteen games without a loss, the rumor being that the Britons didn't know whether to wear or swing the sticks. That was in 1902. Three years later Charlie became manager of the famed Tecumseths, who played at Hanlan's Point when that resort was really something. They made seven trips to the coast, major journeys in those days, and brought back five championships. In 1914 Charlie became secretary of the Toronto Baseball Club—until the lacrosse season opened. The old love was too strong.

IT would appear that any game with a weapon attracted Charlie Querrie. He stuck his nose into hockey when the Mutual Street Arena was built and he became manager. They handed him the local pro team in 1917 and he surprised everybody, including himself, by leading them to a one-year lease on the Stanley Cup. In 1920 Charlie gave up a few bucks for a piece of the old St. Pats, now the Maple Leafs, and in 1922 they grabbed the silver symbol of superiority again. The club was sold over his head in 1926 and he backed away but he's still hot for the game.

Don't be misled by the figurative statement above about Charlie being a hay-heaver. Nor has he always lived off sports, as one might gather from this account so far. That sort of thing didn't come into full bloom until much later.

Charlie was a typochondriac—printer to you—and worked at it when he came to Toronto to play lacrosse. Sticks — type and lacrosse—were natural to him. Maybe that's why he has always been able to get down to cases, mind his Ps and Qs and is rarely out of sorts. In those days the composing room was the road to the editorial chair and it was in line for Charlie to join his vocation and avocation and become a Toronto News sports writer in 1907.

HAVING served the folks one form of entertainment and being professionally interested in their ideas, it was just one more step for Charlie to move into theatre management. In twenty-three years more than 10,000,000 patrons have been entertained at the Palace, a Famous Players house. He is the unofficial mayor of the Danforth and the frolics staged at the Palace by the district service clubs have netted thousands of dollars for charity.

A lot of water has passed under the bridge and over it since Charlie Querrie came to town. He's seen, played with or knows all the local greats. He's enjoyed himself thoroughly, is still going strong, and would do it all over again if he got the chance.

Bette Davis Gains In Popularity

Bette Davis is regaining her old popularity in the Dominion, according to the interpretation Warner's office in Toronto puts on the grosses of "Old Acquaintance," her latest film, which she shares with Miriam Hopkins.

Comparisons between grosses of "In This Our Life" and those of her three previous films, released within the last two years, show Bette Davis to have progressed steadily. Key situations showed that "In This Our Life" drew from 37 to 80 per cent more than other Davis films.

Kelly Joins Rank For USA Drive

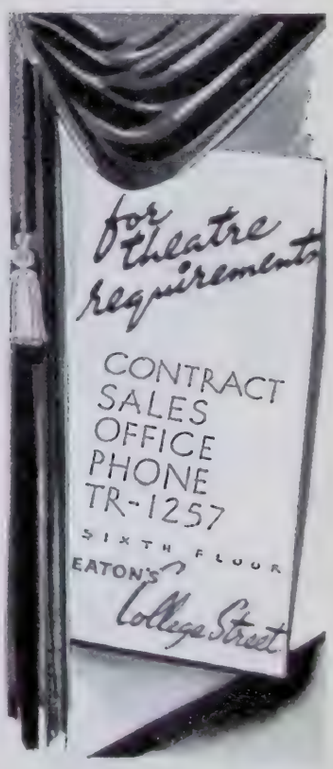
Arthur W. Kelley, former United Artists vice-president, has resigned to join J. Arthur Rank. He will take charge of USA and South American distribution of product from Denham and Pinewood.

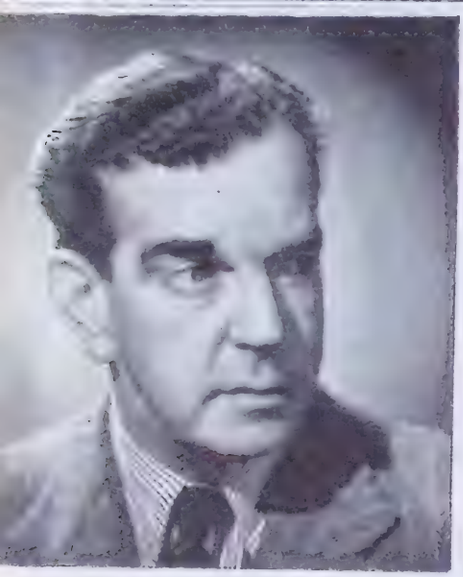
Edgar Selwyn Dead Was Famed Producer

Edgar Selwyn, who spent his early years in Toronto, died last week in Hollywood. He was connected with MGM as an executive producer-director. He was one of the founders of the Goldwyn company, later sold to MGM.

Sendoff for Myers

Bobby Myers, FPCC head office booker, now in the Royal Canadian Navy, was given a party and presented with a pen and pencil set—and a huge eraser by his boss, Ben Geldsaler.





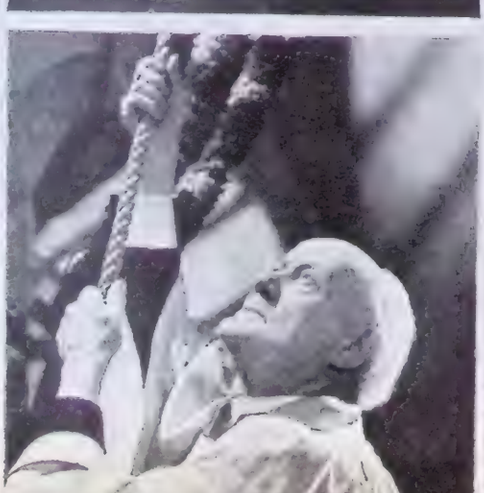
Esquire Offers a Swell Story in

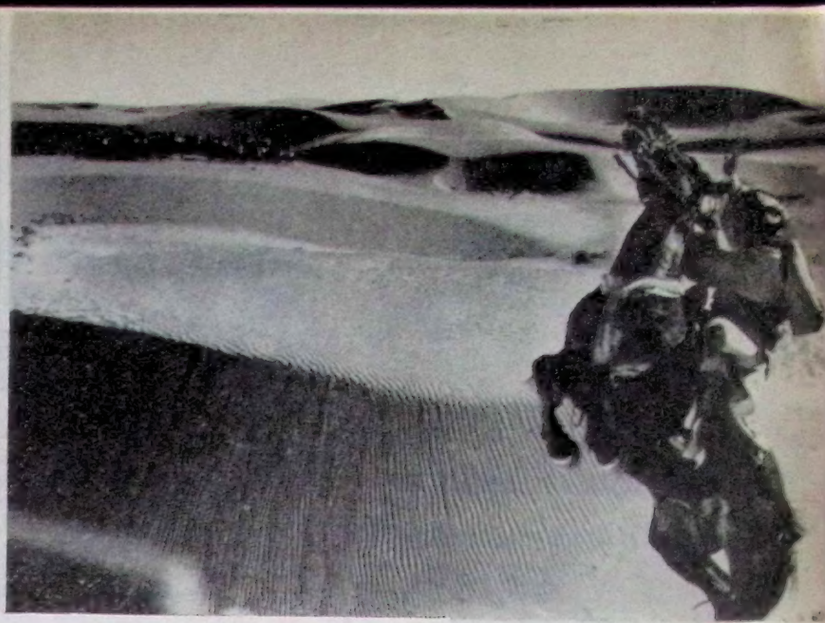
'Went the Day Well?'

THE first of Esquire's Victory Group of 20 British Films, "Went the Day Well?" is an admirable choice to lead off. It provides an intensely interesting story about a Nazi invasion of Britain—not in a large way but in small and unsuspected fashion.

A fine cast plays it. Leslie Banks and Elizabeth Allen have the feature roles, and they are supported by such splendid players as Frank Lawton, Basil Sydney and Edward Rigby. The last will be remembered for the excellence of his acting as Mr. Bunting in "Salute John Citizen."

"Went the Day Well?" drew critical praise and much patronage at its first run in Toronto.





A New Romantic Singing Team Is Introduced In Warner Bros. Technicolor Remake of

'The Desert Song'

DENNIS MORGAN and Irene Manning bow in as a new starring team in Warners' "The Desert Song," the first Technicolor production of the season from this studio.

A modernized plot brings the famed and popular operetta up to date and there is plenty of action and intrigue. Sigmund Romberg's great melodies get their due in a fashion that gives them as much appeal as ever.

The supporting cast includes Bruce Cabot, Victor Francen, Lynne Overman, Canadian-born Gene Lockhart and Faye Emerson.

The current craze for musicals puts "The Desert Song" in an important category right now. Its production is excellent and the the direction gives it plenty of movement.

Producers Releasing Corporation Limited
PRC
H. J. ALLEN, President

For the Exhibitor

WHOSE PATRONS APPRECIATE

Westerns

8

BUSTER CRABBE WESTERNS

with

Al (Fuzzy) St. John

★

8

TEXAS RANGERS

Starring

Jim Newill

(He sings as he rides)

and

Tex O'Brien

P.S.—Ask your patrons—they may want action and thrills, if only for a change

YOU CAN RELY ON

PRC

Producers Releasing Corporation
LIMITED
Executive Offices:
277 Victoria St., Toronto, 2, Ont.

A Tall Tale—But True

That part of the story about to be passed on to you, reported here once before, bears repeating to prepare you for what is to follow. You may remember that Lloyd Christmas of Famous Players' Hamilton crew, on loan to the RAF, was sent back to join an RCAF bomber outfit for a raid on Germany. He got talking to his navigator and found that he was Jack Armstrong, formerly of the FP's Royal, Guelph. The boys became fast friends.

This next chapter is borrowed from Jim Nairn's well-dressed and sprightly FP mag, "What's New?" Jim keeps tab on the boys from that circuit.

The Christmas-Armstrong bomber was shot down and several were killed but the boys landed safely, were captured and sent to the same prison camp.

To imitate Nairn's excellent story structure, let's fade into Pilot Officer Joe Loree, also of the Royal, Guelph, who is flying on the Italian front. He is forced down, captured and in prison meets another Guelph boy, Jimmy Gould.

Joe and Jimmy plot an escape for several months, the other prisoners saving cigarettes and chocolates to supply them. After Italy drops out of the war, the prisoners are being transferred and Joe and Jimmy jump from a speeding train. Jimmy is recaptured soon but Joe, aided by sympathetic Italians, covers 150 miles.

Joe hides in a barn but a pro-Nazi neighbor tips off the German military police. They grab Joe and ship him to a prison camp.

As Joe Loree and others march into camp he hears his name called. Jack Armstrong had spotted him and now the three Famous Players' lads are together.

A helluva place for Old Home Week!

* * *

Short Throws

Ran into John Heggie, former Famous booker, a corporal in the RCAF, and he looks like could free Norway all by himself on some-week-end. John, who divides his time between physical instruction and booking, has shelved 30 pounds and ten years . . . Ashley & Crippen, Bloor street's snazzy photogs, have a windowful of shots of Captain Jack Young as FDR. Jack is back in Hollywood now . . . Twelve men of the Windsor local of the IATSE are in the army and six of them came out of Bob Brown's Vanity Theatre. Three — Ernie Hales, Basil Markle and Joe Thomas — were operators and the rest—Jim Garnier, Bill Garrett and Monty Ionson — were permit men. They're just a portion of the ex-Vanity staffmen now in the services. "We're getting to be a recruiting centre," says Bob . . . Petty Officer Stan Screech of the RCN, ex-projectionist of Vancouver, has been in it since war began and has several citations. Now his eighteen-year-old son has joined the USA navy.

* * *

He Took Over

There were two Errol Flynns at the Imperial recently and one is still there. The one that stayed behind is a friendly black-grey cat with a white-tipped tail. Errol 2nd wandered in during the run of Errol 1st and was given the latter's tag. No sign of resentment yet, though the cat sat on the stage for fifteen minutes watching Flynn do his one-man army routine in "Northern Pursuit," then left. Couldn't stand the corn any longer, I guess.

The cat was mighty thin when it decided to make the theatre its career. It's now on the payroll and if it is ever taken off the staff would strike. Such sudden guests are considered good luck in show business and are given the name of the current star if they decide to stay.

Flynn 2nd can be found strolling down the aisle with the authority of a supervisor and the self-satisfaction of someone who has made good. The sight of the cat makes the customer's feel good, the homey touch being more reassuring than reams of explanations about extermination services. Gives a friendly atmosphere to an auditorium.

Let's hope that Flynn 2nd doesn't send for his friends still in the alley.

Non-Tax Houses Still Active

(Continued from Page 1)

kept going by local merchants who wish to keep the local folk from travelling to the shopping spots in other towns nearby. Their benefits come from money pushed across the counter for goods. Theatres in this class are also excluded from the restriction of the paper order.

To give the trade some idea of how they are administered, the following story is from the Port Moody (B.C.) Advance:

"A dropping off of patronage of the Board of Trade community theatre will spur on efforts for an increased membership, it was indicated by Manager J. J. Lye, following a summarizing of the year's business.

"Noise of youngsters which tended to disturb the serenity and enjoyment of elder patrons has been a problem. The Board of Trade earnestly solicits the co-operation of youngsters in keeping noise down to a minimum, but as a safeguard three members of the Board are attending shows to quell any disturbance.

"The theatre is a non-profit undertaking and full public support is necessary to keep it in operation. Members like Don Allan, Bruce Grant, C. Ikona and T. Day give up their evenings to make the theatre a success. These four have faithfully been on hand to operate the projection machine at all times.

"If full public support is forthcoming, states Manager Lye, enough money could be provided for improved seating, and the venture could easily become an outstanding community development."

Exhibitors organizations call such operation unfair competition and have asked Ottawa to apply the tax.

Sparrow Manages

Robert Sparrow has been appointed by Odeon Theatres to manage the Rio, Ladysmith, B.C. He served three years in the army, two and a half of them overseas.

Altman Tops Warner

George Altman, Toronto Vitagraph branch salesman, led all 112 USA and Canadian salesmen in the fifth week of the Warner's 1944 Roundup. He's now a "Champ Range Rider."

Goldhamer Promoted

Saul Goldhamer, formerly of Dominion Sound in Toronto, has been raised from the rank of a RCAF Pilot Officer to Squadron Leader. He's been overseas for a couple of years.

Looks Like Duals Will Linger On

After several years of pro and con arguments about the double bill, independent investigations conducted in the New York area by its opponents indicate that it is here to stay. Any departure from that policy will be caused by decreased production and will certainly be contrary to public preference.

Every type of situation was tested because it was considered that the single bill has a better chance now than ever before. Many types of films in every kind of situation yielded the same finding—that the public wants double-headers in all but first runs.

It was shown that a top production when linked with a lesser one draws more than the best single feature and that it pays the exhibitor. In some instances singles were tested from four to six months and business dropped off. When doubles were put back business jumped to its former level.

It is obvious that the public is now used to two features and with many patrons it's double or nothing.

Production plans are hard to judge right now. Some companies are producing fewer pictures and intend to keep doing so, while others are listing the heaviest schedules in their history. The '43-'44 season showed fewer new productions and many more reissues. Revivals and reissues are being used up fast.

Used His Head to Make Safety Sure

A $150,000 fire in Hamilton, Ontario, created one of those situations which call for quick thinking on the part of the manager and sudden proof of what the staff has learned about fire drill.

The fire took place right next to the Century Theatre, one of the largest houses in the city, which was quite well filled at the time. Though the fire chief had okayed the continuation of the program, Manager Lloyd Gurr thought that smoke might create confusion.

He mounted the stage and explained the situation to the patrons. Meanwhile the staff was ready. The amazed patrons, following instructions, found themselves on the street in under two-and-a-half minutes!

The staff, faced with their baptism of fire—or at least its possible consequences — did a wonderful job.

The smoothness of things won the praise of press and radio.

PICTURE PICKUPS

by TAD REEVES

How Clair Copped the Prize

Were you one of the thousands who got Ned Depinet's invitation to grab off a chunk of change by getting up a KO idea for RKO's "Tender Comrade" campaign? Like me, you probably made a mental note to come out of the corner swinging. Like me, you probably lost to procrastination, the thief of time, before the entries closed. Or, maybe you got going and didn't make it.

You may, however, take some pride in the fact that one of our boys took fourth prize—Clair Appel, Odeon's dreamer-upper of ticket-selling ad tricks at head office, Toronto. Back of that is a story we'll save for a snappy blowoff. First comes info.

RKO asked for a direct mail advertising piece. Leon Bamberger and his boys are big league leaders when it comes to whacking out prize print-and-paper combos. It's no place for a john or jane who doesn't know the score. Ned Depinet, RKO prexy; Si Fabian, top man of the exhibs division of the War Activities Committee; and Henry Hoke, publisher of the Direct Mail Advertising Reporter, were the judges.

William L. Hales, Markay Theatre, Jackson, Ohio, got first prize; Blanche F. Livingston of RKO Theatres, NY, second; and Allan H. Armstrong, Wometco Theatres, Miami, Florida, third. Then came Clair Appel, the only Canuck to be up there.

Clair's idea embodied the use of the American flag on a stick in which a pin was inserted at the base. A tab attached to the stick read "For a place of honor in your theatre." When the flag was opened a head of Ginger Rogers unfolded and rose above the billing and copy of "Tender Comrade."

Our man, unaware that there were laws forbidding the use of the American flag as part of advertising matter, got off on the wrong foot. But the judges were so impressed by the novelty and cleverness of the gadget that they handed the Canadian a fourth prize. That oversight probably cost him a few hundred bucks. To say nothing of the exchange.

How Clair came to compete is a story of a gag rebounding In Montreal and away from the pressure of his job as Odeon's ad chief, he decided to forget film matters and refresh himself with rest. He made one call before hiding out—on his son-in-law. Hatton Taylor, Montreal branch manager for RKO.

The news of Clair's intentions got around. A devotee of the psycho-sadistic form of fun known as "ribbing" got busy. No sooner had Clair found that much-sought surcease in his hotel room when there was a knock on the door. A young man stood there with a letter for Mr. Appel, who recognized it as a piece of form mail and cursed the jokester. He glanced through it, tossed it away and returned to his rest.

But the spell was on him. His mind kept returning to the letter, RKO's request for a direct mail idea. Finally he got up to think it out.

So the joke is no longer on Clair. Not only did he pick out what was a deliberate bad ball and hit it for a long drive—but the RKO jokester cost his firm some money that would have stayed in the coffers. RKO was glad to pay it out. Clair isn't unhappy about it either.

We turn out big-leaguers out our way too.

J. J. Ungar to UA

J. J. Ungar, who used to be Paramount's Canadian chief, has resigned from that company to join United Artists' sales department.

Fats and Paper Show

Over 350 pounds of fat and nearly seven tons of paper resulted from one matinee by the Star Theatre, Carlton Place, Ontario.

"TEST FILM, 10,000 cycles 35 mm., with easy instructions, so that you can focus your Sound Lens in absolute precision and secure clear sound and the Maximum from your sound System. Just what many theatre owners have longed for! Bargain $6.60."

SAVE 20% OR MORE OF YOUR MONEY
ON THE BEST IN SOUND PROJECTORS AND COMPLETE THEATRE SUPPLIES
SPECIALISTS FOR 25 YEARS
ASK THE MAN WHO KNOWS US
DOMINION THEATRE EQUIPMENT CO
847 DAVIE ST VANCOUVER B.C.

MONOGRAM PICTURES OF CANADA LTD.
277 Victoria Street, Toronto.

★

Monogram

HITS THE JACKPOT WITH THREE HITS

Breaking records in every theatre shown to date and will do the same for you

WHERE ARE YOUR CHILDREN?

Jackie Cooper, Gale Storm, Patricia Collinge and an all-star cast

★

WOMEN IN BONDAGE

Gail Patrick, Nancy Kelly, Bill Henry, Gertrude Michael, H. B. Warner

Here is a picture every woman in Canada is waiting to see

★

Belita in

LADY LET'S DANCE

Belita is a revelation and a dance sensation

James Ellison, Frick and Frack (world's greatest comedy skating team), Walter Catlett, four top bands — Eddie LeBaron, Lou Bring, Henry Busse

Variety—"Belita's skating is sensational, and her solo number is a show stopper.

LADY LET'S DANCE is a real escapist picture — 100% entertainment for old and young.

★

The new "big name" company in the industry.

MONOGRAM PICTURES

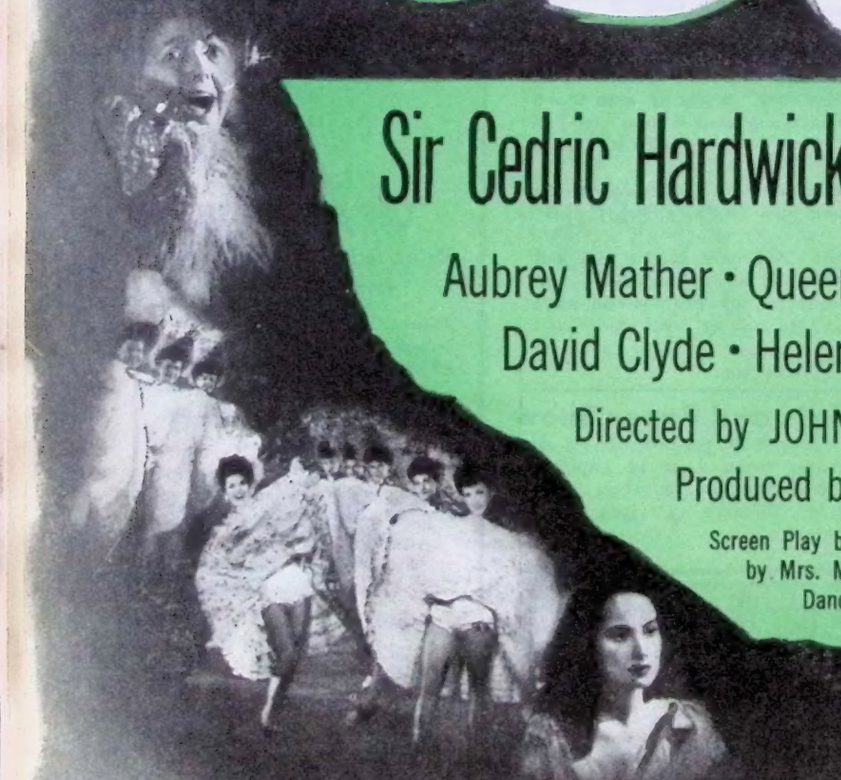
Toronto, Montreal, St. John, Winnipeg, Calgary, Vancouver.

MERLE OBERON

GEORGE SANDERS

LAIRD CREGAR in

THE LODGER



Sir Cedric Hardwicke • Sara Allgood

Aubrey Mather • Queenie Leonard • Doris Lloyd
David Clyde • Helena Pickard

Directed by JOHN BRAHM

Produced by ROBERT BASSLER

Screen Play by Barre Lyndon • From the Novel
by Mrs. Marie Belloc Lowndes
Dance Director Kenny Williams

Mrs. Marie Belloc Lowndes' famed, fear-filled story of love, hate, mystery — becomes the mightiest sock-shocker ever—as brought to the screen by

20th CENTURY-FOX